

WHAT IS CLAIMED IS:



12 forming a user profile based on a combination of at least a portion of said  
13 extracted transaction information; and  
14 tailoring at least a portion of the enhanced content programming based on  
15 said user profile.

1 14. The method of claim 13, further comprising the step of providing  
2 the user with an option to view said tailored enhanced content programming.

1 15. The method of claim 14, further comprising the step of providing  
2 the user with said tailored enhanced content programming, wherein said providing step is  
3 performed in response to the receipt of a user request for said tailored enhanced content  
4 programming.

1 16. A network-based system for providing enhanced network  
2 utilization, the system comprising:  
3 a network providing both standard programming and enhanced content  
4 programming;  
5 a plurality of content providers providing said enhanced content  
6 programming;  
7 a receiver coupled to said network, said receiver capable of receiving said  
8 standard programming and said enhanced content programming, said receiver capable of  
9 interacting with said plurality of content providers; and  
10 a third party controller coupled to said network, said third party controller  
11 comprising:  
12 means for monitoring information flowing between said receiver  
13 and said plurality of content providers;  
14 means for extracting transaction information from said monitored  
15 information;  
16 means for combining at least a portion of said extracted transaction  
17 information to form a user profile;  
18 a data base for storing at least a portion of said extracted  
19 transaction information and for storing said user profile;  
20 means for distinguishing enhanced content programming  
21 corresponding to said user profile; and



1                   26.       The network-based system of claim 16, said third party controller  
2   further comprising means for continuously updating said user profile.

1                    27.     The network-based system of claim 16, said means for monitoring  
2     information further comprising means for detecting triggers within said enhanced content  
3     programming.

Variable	Mean	SD	Min	Max
Age	34.5	10.2	21	55
Gender	Male	Female		
Marital status	Married	Single		
Education	High school	College		
Occupation	Manager	Worker		
Income	Low	High		
Health status	Good	Poor		
Stress level	Low	High		
Life satisfaction	High	Low		
Resilience	High	Low		
Optimism	High	Low		
Self-efficacy	High	Low		
Perceived social support	High	Low		
Perceived stress	Low	High		
Depression	Low	High		
Anxiety	Low	High		
Quality of life	High	Low		
Life expectancy	High	Low		
Healthcare utilization	High	Low		
Health insurance	Yes	No		
Healthcare access	Good	Poor		
Healthcare quality	High	Low		
Healthcare cost	Low	High		
Healthcare satisfaction	High	Low		
Healthcare utilization	High	Low		
Healthcare access	Good	Poor		
Healthcare quality	High	Low		
Healthcare cost	Low	High		
Healthcare satisfaction	High	Low		